

# ABSTRACT

The present invention is a method for an online sustainability test. The method produces results for a base wave of a sustainability test by presenting an item to a user over a distributed network, presenting a questionnaire to the user over the distributed network if the user selects the item, and accepting and storing the user's response to the questionnaire. To get results for later waves of the sustainability test, the questionnaire is presented again to the user if the user later selects the item again. Results for the sustainability testing are produced by identifying trends and changes in the user's responses to the questionnaire.